

# **Communication, Consciousness Raising and Public Involvement IGA – Draft**

## Issue:

1. Limited public awareness of both transportation options and funding and the relationship to economic growth.
2. Lack of public participation in the policy and long range planning process.
3. There is limited reliability and timeliness of the information provided to road users to enhance roadway operations.
4. Underutilization of credible information purveyors.
5. Due to changing technology and expectations, transportation officials are expected to provide improved media, public meeting facilitation and communication skills.
6. Multiple segments of the public, for example, people who speak languages other than English and people with disabilities, are limited by traditional communication techniques.

## Goals:

1. Need to conduct a meaningful, ongoing local public information campaign and involvement process and integrate outcomes into the regional or state transportation planning process.
2. Identify and work with credible information purveyors in the local area and partner with them. Look at the media available and the audience(s) to reach.
3. Develop a clear, consistent message and communication strategy regarding the transportation system and overcome barriers to reaching underrepresented audiences.
4. Seek champions who will support the information presented and the decisions made at the summit.
5. Find new ways to engage the private sector in the transportation planning process.
6. Educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.

## Actions:

1. Examine and improve formal mechanisms that would allow for easy, ongoing input and feedback from the public (i.e., ombudsman, web page, etc.); including informing the public of availability of auxiliary aids and services.
2. Integrate new technology to provide timely and accurate communication.
3. Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
4. Look for the best communication practices nation-wide, not just in transportation.
5. Create a curriculum to educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.
6. Establish responsibilities for effective communication.
7. Establish performance measures for effectiveness of the public involvement process and evaluate those measures.